

# CITY COUNCIL REPORT



Meeting Date: July 5, 2016  
 General Plan Element: *Community Involvement*  
 General Plan Goal: *Foster community partnerships to formulate collaborative solutions*

## ACTION

Adopt Resolution No. 10524, approving the City of Scottsdale's participation in the 50<sup>th</sup> anniversary Commemorative Partner Program designed to "thank and honor" veterans of the Vietnam War, including personnel who were held as prisoners of war or listed as missing in action, for their service and sacrifice on behalf of the United States and to thank and honor the families of these veterans, and authorizing and directing the Mayor to execute the Commemorative Partner Statement of Understanding.

## BACKGROUND

Congress passed law 110-181 SEC.598 authorizing the Secretary of Defense to conduct a program to commemorate the 50<sup>th</sup> anniversary of the Vietnam War. The minimum requirement for a Commemorative Partner is to conduct at least two events per year during which a community distinctly thanks and honors our Vietnam Veterans and their families. The events can be in conjunction with events already planned such as Veterans Day and Memorial Day. The commemorative period has begun and extends to 2018.

## RESOURCE IMPACTS

**Staffing, Workload Impact** – It is anticipated that staff will devote time to develop appropriate commemorative elements during annual events and handle the administrative duties of becoming participating partner, but the impact on workload will be minimal.

**Future Budget Implications** – The city of Scottsdale hosts Veterans events several times a year. During the commemorative period staff will use existing events to highlight the services and sacrifices of the Vietnam War era Armed Forces. Staff will stay within our current approved budget allocation for community events. There is no cost to participate in this program.

## OPTIONS & STAFF RECOMMENDATION

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### Recommended Approach

Adopt Resolution No. 10524, approving Scottsdale's participation in the Vietnam War 50<sup>th</sup> Anniversary Commemoration Program and authorizing and directing the Mayor to execute the Commemorative Partner Statement of Understanding.

## RESPONSIBLE DEPARTMENT(S)

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Mayor's Office

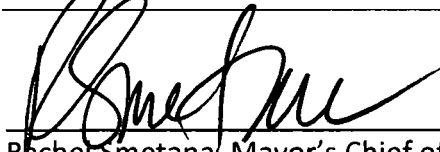
## STAFF CONTACTS (S)

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Rachel Smetana, Mayor's Chief of Staff, [rsmetana@scottsdaleaz.gov](mailto:rsmetana@scottsdaleaz.gov)

## APPROVED BY

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Rachel Smetana, Mayor's Chief of Staff

[rsmetana@scottsdaleaz.gov](mailto:rsmetana@scottsdaleaz.gov); 480-312-7806

6.21.16

Date

## ATTACHMENTS

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1. Resolution No. 10524
2. Vietnam War Commemoration Statement of Understanding.

# ATTACHMENT 1

## RESOLUTION NO. 10524

A RESOLUTION OF THE COUNCIL OF THE CITY OF SCOTTSDALE, MARICOPA COUNTY, ARIZONA, APPROVING PARTICIPATION IN THE VIETNAM WAR COMMEMORATION; AND AUTHORIZING AND DIRECTING THE MAYOR TO EXECUTE THE COMMEMORATIVE PARTNER STATEMENT OF UNDERSTANDING.

WHEREAS, United States Congress established the United States of America Vietnam War Commemoration (Commemoration), a program to be administered by the Department of Defense to commemorate the 50th anniversary of the Vietnam War and to meet five objectives, including thanking and honoring veterans of the Vietnam War and their families for their service and sacrifice; and

WHEREAS, federal, state and local organizations can participate in the Commemoration as a Commemorative Partner by planning and conducting events or activities that recognize Vietnam veterans' and their families' service and sacrifice; and

WHEREAS, the City of Scottsdale (City) desires to participate in the Commemoration as a Commemorative Partner;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Scottsdale, Maricopa County, Arizona, as follows:

Section 1. The City Council hereby approves the City's participation in the United States of America Vietnam War Commemoration as a Commemorative Partner.

Section 2. The City Council hereby authorizes, approves and directs the Mayor to execute, on behalf of the City, the Commemorative Partner Statement of Understanding, in substantially the form attached hereto as Exhibit 1.

PASSED AND ADOPTED by the Council of the City of Scottsdale, Maricopa County, Arizona this 5th day of July, 2016.

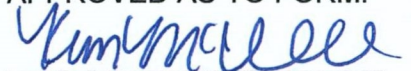
CITY OF SCOTTSDALE, an Arizona  
municipal corporation

ATTEST:

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Carolyn Jagger, City Clerk

\_\_\_\_\_  
W.J. "Jim" Lane, Mayor

APPROVED AS TO FORM:



Bruce Washburn, City Attorney

By Kimberly McIntier, Assistant City Attorney

## Exhibit 1

### VIETNAM WAR COMMEMORATION COMMEMORATIVE PARTNER STATEMENT OF UNDERSTANDING

As a Commemorative Partner of the United States of America Vietnam War Commemoration, we understand and state as follows:

1. Our organization has decided to participate in the Commemorative Partner Program with the understanding that we will endeavor to plan and carry out at least two events each year during the commemorative period of 2016 - 2018 that will recognize, thank and honor our Vietnam Veterans and their families. We understand that there is no guarantee that military support for Commemorative Partner events will be provided.

Additionally, we understand it is important for our events to meet at least the first of the five Congressionally-mandated objectives of the United States of America Vietnam War Commemoration: "To thank and honor veterans of the Vietnam War, including personnel who were held as prisoners of war or listed as missing in action, for their service and sacrifice on behalf of the United States and to thank and honor the families of these veterans."

We further understand that if the DoD Office of Commemorations determines we are not able to conduct an event in a dignified, honorable and memorable way and in a manner consistent with the Congressionally-mandated objectives, we will not be allowed to continue our participation in the Commemorative Partner Program, nor will we be allowed to represent to any member of the public that we are in any way affiliated with the United States of America Vietnam War Commemoration's Commemorative Partner Program.

2. Upon approval of our application to become a Commemorative Partner, we will use the official Commemoration flag and Commemorative Partner seal without making any modification, and in accordance with the following terms and conditions:

a. Our use of the seal will be for non-commercial purposes in direct support of dignified, honorable and memorable commemorative events or in related printed materials, such as event promotions, programs, newspaper or magazine articles about the service of Vietnam veterans, or public service announcements specifically honoring Vietnam veterans.

b. We will not display the seal on a webpage, buildings, vehicles, signage, or in any similar media that does not clearly and directly support at least the first of the five Congressionally-mandated objectives of the United States of America Vietnam War Commemoration. Use of the seal beyond examples stated above will be limited to strict adherence of the current version of the Commemorative Partner Style Guidelines as posted on the Commemoration's website.

c. Any use of the seal will preserve its integrity, character and dignity, and following any publication, we will cooperate with Commemoration officials in any effort to verify that the seal has not been altered.

d. We will have no rights to sell, license, manufacture, distribute, or use the seal for fund-raising (including during fund-raising events) or recruitment purposes.

e. We will have no right to reproduce the flag or seal for purposes other than those enumerated above.

f. If we have any questions about whether a particular use is permitted we will submit a written request for assistance from the Commemorative Partner Program Chief and will not proceed until after such assistance is provided.

3. If we are a non-Federal organization, we understand that we are a separate and independent entity from the U.S. Government and the Department of Defense (DoD). As such, we additionally understand the following:

a. We are separate and independent entities from the DoD and are responsible for establishing our own respective policies and strategies for financing our Commemorative Partner events and activities. Neither our organization nor the DoD has the legal authority to bind the other contractually.

b. This Commemorative Partner Statement of Understanding does not constitute DoD endorsement of our organization or of our activities, products and services. Accordingly, we will not publicize this partnership in any way that implies such endorsement. In addition, we will prominently display the following disclaimer on our print and electronic media associated with this Commemorative Partnership and our related events: "(Organization name) is not a part of, or endorsed by, the Department of Defense."

4. The DoD Office of Commemorations reserves the right to deny or remove an organization from the Commemorative Partner Program for any reason, including when an organization:

a. Representations create the appearance that the organization is part of or endorsed by the DoD, or otherwise are inconsistent with the Joint Ethics Regulation (DoD 5500.07-R); or

b. Activities conflict with the DoD Community Relations Program (DoDD 5410.19 and DoDI 5410.19) or The United States of America Vietnam War Commemoration mission and objectives, or violate any of its policies.

DoD publications are available at <http://www.dtic.mil/whs/directives/>.

5. Status as a Commemorative Partner does not confer any priority or guarantee for military support of Commemorative Partner events. Requests for military participation in non-DoD Commemorative Partner events will be evaluated for eligibility according to DoD community relations policies and Federal ethics regulations. Military Service support of and/or participation in eligible events is subject to the availability of requested assets and funds. Such involvement must not result in any additional expenses or costs for the U.S. Government which have not been previously budgeted and funded.

6. ORGANIZATION/INSTALLATION NAME (As it appears on the application):

7. AUTHORIZED SIGNATURE(S) (Please provide two signatures as indicated):

a. COMMEMORATIVE PARTNER CHAIRPERSON

(1) Printed Name (Last, First, Middle Initial)

(2) Signature

(3) Date (YYYYMMDD)

b. ADDITIONAL COMMITTEE MEMBER

(1) Printed Name (Last, First, Middle Initial)

(2) Signature

(3) Date (YYYYMMDD)

SUBMIT COMPLETED AND SIGNED STATEMENT TO: The United States of America Vietnam War Commemoration  
Suite 510, 1101 Wilson Blvd., Arlington, VA 22209

OR FAX TO: 571-256-3395,

OR EMAIL FORM TO: [WHS.VNWAR50th\\_CPP\\_SOU@mail.mil](mailto:WHS.VNWAR50th_CPP_SOU@mail.mil)